
THIS IS EXPORT. **THIS IS WALES.**

CANADA

Export Market Visit

22 – 28 February 2026

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This is Export. This is Wales.

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Pierhead, Senedd and
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

Addis Housewares is a UK manufacturer founded in 1780, known for inventing the toothbrush and growing into one of the country's most established housewares brands.



With more than 245 years of continuous innovation, the company specialises in high-quality housewares across laundry, cleaning, and waste-management categories. The focus is on durable, functional products backed by strong compliance, reliable logistics, and scalable programmes for major domestic and global retailers. According to the latest Global Data research (October 2025), Addis remains the No. 1 brand in the UK for cleaning and laundry, unchanged from the 2023 results.

Product/Service

Addis offers a comprehensive housewares assortment suited to large-format retail, distribution networks, e-commerce platforms, and independent stores. Core categories span laundry, cleaning, waste management, sink-side, bathroom, food storage, kitchenware, and general storage and organisation. The company is widely recognised for its collapsible and patented folding laundry baskets, ironing boards, drying racks, spray mops, stick mops, floor-cleaning tools, metal and plastic bins, and food-storage containers — many of which are long-standing best sellers in both the UK and international markets. Around half of the current product portfolio (approximately 1,000 SKUs) is made in Wales, with the potential to increase this share as new markets grow.

Objectives

The visit aims to strengthen opportunities with Canadian Tire and identify where Addis's core laundry, cleaning, and waste-management ranges can support upcoming seasonal plans. A focused selection of Addis best sellers will be introduced — products already proven in major global markets and well-suited to the Canadian assortment. In addition to Canadian Tire, the plan is to meet with other retailers where possible, including London Drugs, Costco, Loblaws, and The Bay. Overall, the visit is intended to build the foundations for long-term, mutually beneficial partnerships, with Addis supplying reliable, high-volume everyday housewares that drive strong sell-through across national store networks.



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Art on Scarves was founded by North Wales-based artist, Lucy Hay. Lucy set up the company to showcase her own designs by hand printing them on the luxury scarves.



The Company now prints the artwork of a number of other Welsh and British artists onto scarves by licensing the images. In 2022 Art on Scarves began exporting to the US and has since participated in two Trade Shows in the US.

Product/Service

The Arabian Collection: The company has developed a luxurious collection of handprinted scarves using exclusive Arabic Calligraphy incorporated into the designs. This product is aimed at Tourists in the Middle East as well as expatriates, Tourist Attractions and the Tourism boards of UAE, Saudi Arabia and Qatar.

Objectives

Having done extensive research into what is available in this market, it is clear that there is a need for a luxury, unique gift/accessory. The aim of the visit is to develop relationships with specific buyers of department stores, duty free, gift stores, online retailers, hotel chains, tourism authorities as well as to introduce the brand to agents, distributors and possible collaborators in the Canadian region.



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Originally part of Continental Automotive, **Aumovio** was established in September 2025.



Aumovio Trading UK operating under the brands of Crypton and VDO develop, produce and supply technologically leading and market-oriented products, hardware, software and modern mobility solutions. In addition, Aumovio offers various services and aftermarket products.

Their diverse portfolio features a multitude of extremely well-established products and underpins their strong market position. Aumovio plays a key role in making future mobility safe, exciting, connected, and autonomous.

Product/Service

Under the Crypton brand, the company is a Wales-Based specialist in emissions analysers and garage equipment, trusted by workshops worldwide for over 50 years

For over 5 decades, the company has designed and supplied UK built emissions analysers to customers worldwide. This success is founded on long term customer relationships and a strong understanding of real world workshop environments, enabling Crypton to deliver reliable, compliant solutions tailored to each application.

VDO is an established product brand of AUMOVIO and is one of the world's leading suppliers of electronic and telematics solutions for passenger cars, commercial vehicles, and off-highway applications. For decades, the brand has stood for precision, reliability, and technical innovation in the automotive sector.

The product range extends from sensors, display instruments, and on-board computers to digital tachographs and modern telematics systems for professional fleet management. In addition, the aftermarket portfolio now also includes complete replacement and wear parts – such as common rail diesel systems (high-pressure pumps, piezo injectors, rails, and lines), fuel systems, engine control elements, and turbochargers.

The diverse VDO portfolio covers multiple products for commercial and special vehicles. Within the ProViu camera systems range, both digital wing mirrors and 360 degree camera systems offer vehicle safety through intelligent vision. VDO also specialise in traditional gauges, sensors and complete driver workplaces for the truck, bus, coach and special vehicle market.

Aumovio Wales-based plant offers also offers zinc plating and contract manufacturing possibilities with 30 quick change over CNC machines, 3 injection moulding machines, and over 15 different assembly lines to support an array of different markets, with small assemblies to complex builds such as driver work places – the UK is recognised as a centre of excellence within the group for key products.

Objectives

To meet up with existing customer and explore new opportunities within Canadian market across all segments of its business.



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Celtic English Academy is an award-winning, accredited English language centre based in Cardiff, Wales, UK.



Accredited by the British Council, the Academy has welcomed over 16,000 students from around the world since 2004, offering life-changing experiences and helping learners achieve their English language goals.

The company is proud to be recognised as an *Export Champion* for the UK Government and an *Export Exemplar* for the Welsh Government, showcasing its commitment to promoting Wales as a study destination on the global stage. Celtic English Academy is also a *Fair Play Employer Award* winner, reflecting the company's dedication to inclusive, ethical employment practices, and a carbon neutral business, demonstrating ongoing commitment to environmental sustainability.

In Cardiff, offering high-quality yet affordable residential accommodation, located just a 10-minute walk from the Academy. Situated in the city centre, the residence provides easy access to shops, parks, and popular attractions such as Cardiff Castle and Cardiff Bay. Cardiff is a clean, green, and compact

capital where people can enjoy nature and travel easily on foot or by bike, without needing to rely on public transport. For a more immersive cultural experience, offering homestay accommodation through its trusted and experienced network of long-standing host families across the city.

Just two hours from London, Cardiff is a welcoming and accessible capital city, ready to be discovered. What sets Celtic apart is its dedicated student support – the learners don't just attend Celtic English Academy; became part of the extended Celtic family.

Product/Service

With over 21 years of expertise, offering a wide range of English language programmes including:

- General English
- Exam Preparation (e.g. IELTS, OET)
- Business English
- Teacher Training
- Young Learner Programmes



Celtic are also an authorised IELTS and OET exam centre.

For young learners, Celtic developed its own engaging language and cultural content inspired by the UN Sustainable Development Goals.

Celtic's offers includes:

- Junior Summer and Winter programmes
- Year-round study tour group programmes
- High school immersion experiences

Celtics Junior Summer Camp takes place in Monmouth, while junior groups are also welcomed year-round at its main Cardiff centre. In addition to English lessons, providing homestay or residential accommodation and a varied cultural and social activity programme to help students discover Cardiff, Wales, and the UK.

Celtic also offer in-house university counselling to support students aiming to continue their studies at university level.



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Compact Syngas Solutions (CSS), is a clean energy technology company headquartered in Deeside, North Wales, focused on enabling decentralised, low-carbon energy solutions for industrial, agricultural and off-grid markets.

The company addresses the challenge of managing low-value biomass and residual waste streams while supporting energy resilience and decarbonisation.

CSS operates at the intersection of clean energy, waste valorisation and industrial decarbonisation, working with organisations seeking practical alternatives to fossil fuel-based energy systems. The company supports projects that reduce emissions, improve resource efficiency and contribute to circular economy objectives, particularly in sectors facing grid constraints, high energy costs or complex waste management challenges.

Product/Service

CSS's core offering is the MicroHub, a modular biomass gasification platform engineered for dependable performance and operational simplicity. Systems can be configured to prioritise electricity, heat, hydrogen or carbon removal, depending on site requirements. CSS provides end-to-end services including system design, manufacture, installation, commissioning and long-term technical support, with flexible delivery models from system supply to collaborative pilot and early commercial projects.

Objectives

- Establish commercial relationships to support pilot and early commercial deployments
- Identify demonstration opportunities in forestry, agricultural and industrial contexts
- Engage partners to explore delivery models and collaboration
- Understand relevant regulatory and incentive frameworks
- Build a pipeline for long-term market entry in Canada



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Dynamic X Plus was established in 2012 and combines over a decade of luxury visualisation expertise with the latest digital narrative technologies.



Dynamic X is a Wales-based Architectural visualisation company working collaboratively with property developers, construction organisations, and sector partners across the UK and internationally.

Awarded as one of Wales' leading luxury visualisation teams in 2025, Dynamic X specialises in helping clients clearly communicate the vision, scale, and value of their developments and projects.

The company delivers high-quality visualisations tailored for a wide range of developments, including housing, apartments, commercial buildings, hotels, and mixed-use schemes.

Product/Service

Designing and creating an extensive range of immersive visualisation solutions to include:

- High-quality CGI imagery
- Cinematic 3D flythroughs and walkthroughs
- Immersive visualisation web applications tailored for a wide range of developments, including housing, apartments, commercial buildings, hotels, and mixed-use schemes.
- Dynamic X also creates immersive VR experiences to support development marketing, sales launches, stakeholder engagement and project communication from early concept through to delivery.

Objectives

Dynamic X is working in a collaborative and consultative manner, offering flexible and reliable engagement models including pricing, quick delivery and extensive client communications.

Dynamic X aims to support to present their projects their projects with confidence and align stakeholders and potential buyers at every stage through quality, clarity and storytelling.



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Growth.

The vibrant capital city of Wales – Cardiff is one of the fastest growing cities in the UK. It is also just two hours on the train from London.



Enjovia is an e-commerce technology company that powers the online sale and management of monetary gift cards and gift experiences.



Enjovia is backed by the Wesley Clover International fund, which has generated fourteen billion dollars in investment returns to date, together with support from the Welsh Government and private investors.

Product/Service

Enjovia provides a complete gift voucher and gift card management system that enables businesses to sell and manage their gift experiences online. The platform is built to drive higher gift voucher revenue, simplify internal processes, and strengthen cash flow.

Enjovia has a strong record of helping hospitality and leisure brands significantly grow their gift voucher revenue. The company operates across 37 countries and represents hundreds of brands. Enjovia also works with Canadian hospitality businesses, helping them generate millions of dollars in additional revenue through online gift experience sales.

Objectives

Enjovia aims to speak with hospitality and leisure businesses that want to increase revenue by selling gift experiences online.



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Health Technology Services is an innovative company dedicated to enhancing healthcare accessibility and efficiency.



Founded in 2023, HTSG develops creative digital safeguarding technologies aimed at vulnerable groups, including the elderly and individuals with disabilities. The company offers a variety of solutions such as remote health monitoring, medication reminders, and real-time communication tools. Showing a strong commitment to quality and security, HTSG holds multiple certifications, including Cyber Essentials and NHS Data Security and Protection Toolkit compliance. By leveraging cutting-edge technology and fostering partnerships, HTSG aims to improve patient outcomes and empower communities in their health journeys.

Product/Service

- Specialised Transportation:** Customised transport services that ensure safe and comfortable travel for people with mobility issues to healthcare appointments and social events.
- Doorstep Personal Care:** Providing in-home personal care services, including help with daily living activities, to enable individuals to stay independent in their own homes.
- Clinical Services:** Extensive clinical support provided at home, including health assessments and medication management, ensuring high-quality care in familiar settings.
- Remote Medical Monitoring:** Cutting-edge technology for real-time health surveillance, enabling proactive intervention and instant access to healthcare professionals.
- Training Programmes:** Specialised training for health and social care workers, improving their skills to effectively utilise Care Safe technologies and provide outstanding patient care.
- Uniqueness:** Combines mobility support, in-home care, and professional training in an integrated way to empower individuals and enhance health outcomes within communities.



Objectives

The objectives of Care Safe's Canadian market visit are to explore opportunities for expanding its innovative healthcare solutions tailored to vulnerable populations. Key goals include establishing partnerships with local healthcare providers, assessing market needs, and gathering insights on regulatory requirements.

Additionally, Care Safe aims to identify potential collaborators in technology integration and training programmes for care workers. Engaging with community organisations will help understand regional challenges and adaptations needed for Care Safe services. Ultimately, this visit seeks to enhance brand visibility in Canada and strategise for a successful market entry, ensuring accessibility and quality care for individuals in need.



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Since 1943 **Luvata Welshpool** (formerly Dawson Shanahan) has partnered with customers in almost every sector of industry – from automotive and motorsports to aviation, power distribution, electronics and medical.



Luvata Welshpool is expert in precision cold forming and engineering, offering exceptional technical and commercial solutions, comprehensive engineering and applications knowledge, and rigorous quality assurance.

Luvata Welshpool is IATF16949 certified and has have started a certification project for VDA 6.X. In 2009 Dawson Shanahan acquired Floform and two companies consolidated and have been in current Welshpool site since 2014.

2024 Luvata acquired Dawson Shanahan. Within Luvata Group, Welshpool is part of larger cold forming expertise group.

Product/Service

Luvata Welshpool offers a wide array of precision-engineered products including Diesel and Hydrogen Injector Sleeves, EV, PHEV and Industrial Connectors, Vacuum Interrupters, Plasma Shields for laser and plasma cutting and Ball Locks for packing industry machinery.

Luvata Welshpool offers expertise in copper cold forming, machining, and joining technologies. The company also produces components made from brass, aluminium, steel, and stainless steel. It also supports both small-series production and mass-production quantities and is committed to continuously investing in new machinery and technology.



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OpenGenius is a Welsh company based in Penarth in Cardiff and is the creator of one of the world's leading innovation software programs, **AYOA**, an all-in-one tool for idea generation and collaboration that goes beyond traditional task management.



Chris and Gaile Griffiths founded OpenGenius in 2005 with the mission to help people think better using technology. OpenGenius promotes inclusion through assistive technology designed to benefit everyone, no matter their differences.

Product/Service

AYOA is an all-in-one visual productivity tool that assists users in planning, writing documents, managing tasks, and presenting findings. It also has many features to support those with challenges in literacy, writing, note-taking, focus, prioritisation, time management, and more.

Objectives

OpenGenius's software product, AYO A, is very popular in the UK university sector and because of inbuilt tools that support neurodivergent individuals, it is frequently recommended for

students in receipt of Disabled Students Allowances (DSAs). OpenGenius would like to make connections with Canadian Universities, Colleges and High Schools where it feels AYO A could benefit neurodivergent students attending those institutions.



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Socura is a Managed Detection and Response provider bringing the power of calm to organisations across the UK.



In an ever-changing landscape, Socura empower teams with the clarity, control, and confidence to minimise cyber security risk and thrive.

Trusted by businesses and critical infrastructure, Socura delivers a precise, measured, and personal service that shuts down threats swiftly and effectively.

Headquartered in Cardiff, UK, Socura is recognised as one of the top 100 managed security service providers globally. Socura is also proud to be the delivery partner of CymruSOC, Wales' National Security Operations Centre.

Product/Service

Socura MDR supplies trusted experts in security operations, best-of-breed controls, and threat intelligence for an affordable annual subscription. This 24/7 service provides the visibility needed to proactively identify threats and the capabilities required to disrupt and contain them before it can impact operations.

Working as a natural extension of organisations' security teams, Socura's MDR specialists enable organisations to quickly scale their defences, enhance confidence, and ease the load. 96% of the incidents handled by its team are resolved without customer escalation. Based on the results of Socura's latest

satisfaction survey, customers rate the service received as 'world-class'.

Objectives

To learn more about the Canadian cyber security market, determine if it would be a good export location for Socura to grow the company's MDR business, and explore partnership opportunities.



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XCOM Services is a Welsh-based project and commercial management consultancy supporting the delivery of rail and infrastructure projects. The company provides independent advice to public and private sector clients across the UK and internationally.



Product/Service

The company specialises in Commercial Management, Project Management, Procurement, and Estimating, working across rail, transportation, utilities, and wider infrastructure programmes. It supports clients throughout the project lifecycle, from early project development and procurement strategy through to delivery, commercial control, and final account. Its work focuses on governance, cost certainty, and risk management, helping clients deliver complex infrastructure projects efficiently and transparently.

XCOM Services has experience supporting major capital infrastructure programmes and works closely with client, consultant, and contractor teams to provide clear, practical advice aligned to project objectives.

Objectives

The company aims to explore opportunities within the Canadian rail and infrastructure market by meeting

and building relationships with clients, consultants, and contractors working on major infrastructure programmes. It seeks to develop relationships with public and private sector organisations and establish partnerships with local consultants and delivery teams, predominantly providing its services from Wales.



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Cymru Wales is the Welsh Government supported marketing initiative for Wales.

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